

DELL Technologies | Customer Quotes

JPMORGAN CHASE IS ONE OF THE BIGGEST USERS OF DELL AND EMC, INVESTING IN INFRASTRUCTURE, CLOUD COMPUTING, BIG DATA ANALYTICS AND CYBERSECURITY SOLUTIONS TO BETTER SERVE CUSTOMERS.

“Financial services is one of the first-movers in embracing technology to better serve our customers, and the next wave of digitalization continues a trend that’s been occurring my whole lifetime. As one of the world’s biggest users of Dell and EMC, we spend approximately \$9 billion a year on technology, including infrastructure as well as cloud computing, big data analytics and cybersecurity. We make sure we spend wisely and select our partners very carefully. I’ve known Michael Dell for 30 years. He’s top notch, ethical, and deeply cares about everyone he works with – both internally at his company and across the industry. I’m thrilled for Michael and the new company, and we are eager to see everything they create in the future.”

Jamie Dimon, Chairman and CEO, JPMorgan Chase

SALESFORCE’S PARTNERSHIP WITH DELL AND EMC HAS BEEN INSTRUMENTAL IN PUSHING INNOVATION ACROSS THE INDUSTRY.

“Michael is an incredible visionary and one of the most important leaders in our industry. He has been an amazing partner contributing to our success. Now with Dell Technologies, he is once again reshaping the technology industry.”

Marc Benioff, Chairman and CEO, Salesforce

TGEN RELIES ON DELL AND EMC TO GIVE SCIENTISTS AND RESEARCHERS THE TOOLS TO PERSONALIZE MEDICINE AND FIND CURES FOR PEDIATRIC CANCER.

“For devastating diseases like pediatric cancer, understanding subtle differences in a patient’s genome can lead to a breakthrough diagnosis or treatment. Especially in pediatric cancers, days matter tremendously. TGen’s patient-centered research generates vast amounts of data. Typing 60 words a minute, 8 hours a day, it would take 50 years to record one human genome, creating a stack of paper as high as the Statue of Liberty. A single misspelling of this information could cause a disease. TGen’s research requires precise sequencing, management and evaluation to determine the subtle differences between individual genomes, and must be completed in ‘clinical time’. TGen, Dell and EMC form the foundation of an IT infrastructure that allows our scientists and clinicians to receive critical information faster than ever thought possible. Partnering with Dell Technologies allows us to continue to advance our productivity — from high-throughput computing environments to massive data archives — that can help provide the best possible care for children with cancer.”

Dr. Trent, President and Research Director, TGen

LIGHTSTORM ENTERTAINMENT IS A LONG TIME USER OF DELL AND EMC SOLUTIONS, LEVERAGING END-TO-END TECHNOLOGY TO EFFICIENTLY PRODUCE MORE TECHNICALLY ADVANCED MOVIES.

“EMC & Dell under one roof – my job just got easier.”

Tim Bico, CTO, Lightstorm Entertainment

NEW BELGIUM BREWING RELIES ON DELL LAPTOPS, SERVERS, STORAGE, AND NETWORKING SOLUTIONS TO BREW ITS WORLD-CLASS BEER, WHILE GROWING THE BUSINESS INTO A NATIONAL BRAND.

“At New Belgium Brewing, our employee-owners are serious about making great quality beer. That’s why we count on Dell to enable activation and monitoring throughout the brewing process, as well as support for our growing distribution network. With the addition of EMC’s valuable services, we know that more sustainable innovation is in store.”

Travis Morrison, Director of IT, New Belgium Brewing

TERRA NETWORKS PARTNERS WITH DELL AND EMC TO DELIVER MOBILE, PORTAL AND DIGITAL SERVICES TO ITS CUSTOMERS GLOBALLY.

“Terra Networks is a mobile, portal and digital services multinational company, part of Telefónica Group. As a technology and digital company, we are delivering the best IT service to support our business and customers, and our partners’ support is very important to achieve it. As customers of Dell and EMC, we understand they are preparing for the future and trust in both companies as partners.”

Rodrigo Ferreira, IT Senior Analyst, Terra Networks Brasil

THE DELL AND EMC MERGER PROVIDES THE POTENTIAL FOR LAND ROVER BAR TO UNLOCK FURTHER BUSINESS VALUE AND FOCUS ON CRITICAL BUSINESS GOALS IN OPTIMIZING DESIGN AND PERFORMANCE.

“The Land Rover BAR team work in an environment where every second is critical. As our team gears up to challenge for the America’s Cup next year, using the very best technology to continually optimise the boat’s design, and therefore performance, becomes ever more important. For us, the Dell and EMC merger has the potential to enable us to unlock further business value through access to a broader technology portfolio – we’re very much looking forward to the opportunity to expand our partnership.”

Peter Jones, Head of IT, Land Rover BAR



Dell Technologies | Partner Quotes

“Our relationship with Dell has grown tremendously in the past six plus-years. Along with being recognized as a Dell Partner of the Year in both 2014 and 2015, the business has grown significantly. As partners of Dell, EMC, VMware and RSA, we are able to provide customers with innovative, value driven, and secure end-to-end IT solutions. With the combination of the Dell Technologies family of businesses, PC Connection, Inc. is expanding its capabilities offering an ever broadening comprehensive portfolio to our customers. We look forward to strengthening our partnership with Dell Technologies to ensure that our customers have the technical support, guidance, and product selection needed to help solve their business challenges with IT.”

Tim McGrath, President and CEO of PC Connection, Inc.

“There is no question that the combination of Dell and EMC will be of major value to customers and partners globally. Adding in EMC to Dell's end-to-end technology solutions approach will bring business growth to Future Tech's already flourishing Dell practice. As a company that supports many of the fortune customers globally, our alignment with Dell has proven to be one of the best business decisions we have made in our 20 years. I am extremely excited about Dell and EMC merging and look forward to supporting the Dell Technologies engine today, tomorrow and far into the future.”

Bob Venero, CEO of Future Tech

“The Dell/EMC merger represents the pre-eminent merger opportunity of this century. The taking of two technology powerhouses, with their unique market share and technologies creates huge opportunities, with limited overlap. As a Top 10 partner for both Dell & EMC, I see a chance for Fusionstorm to scale beyond it's wildest dreams, thanks to this incredible combination!”

Daniel Serpico, President & CEO, Fusionstorm



Dell Technologies | Analyst Quotes

"In these times of unprecedented change, our research shows that organizations of all sizes are looking to simplify their infrastructures in order to capture the true potential of digital transformation. By combining two powerhouses of the IT infrastructure market, the new company is better placed to serve these evolving requirements, and deliver new, innovative and increasingly software-defined IT infrastructure solutions that combine Dell's strength in compute with EMC's leadership in storage."

Simon Robinson, Research Vice President, Voice of the Enterprise Infrastructure, 451 Research

"Dell is making the right moves at the right time. As enterprises shift their businesses to digital infrastructure and processes, our research continues to show significant investments in converged architectures and cloud computing. As a combined company, Dell and EMC offer customers a broader portfolio of core cloud technologies in combination with an enterprise class sales and support organization. Dell Technologies is in a strong position to work closely with their customers to address their long-term business goals, help them modernize their data centers and act as a trusted advisor in the transition to more agile IT operating models."

Michelle Bailey, Senior Vice President, Digital Infrastructure and Data Strategy, 451 Research

"Dell and EMC merge to become a data center infrastructure giant. Dell's cloud focus has stayed on the enablement side, and its acquisition of EMC is a strong adjacency play. This establishes Dell as the largest system technology vendor in the industry, adding roughly \$24 billion in storage-related revenues to its portfolio... The merged company will enable hybrid cloud architectures and support multiple on-premises private cloud stacks as well as multiple public cloud environments."

"Evolve Or Crumble: Prepare For The Fate Of The Hardware Incumbents", Forrester Research, Inc., August 29, 2016

"Since the merger was first announced, ESG has done continuing and extensive research on customer spending intentions and general attitudes toward the new company. Overwhelmingly, this research has shown that most customers are very optimistic that they'll benefit from synergies such as faster innovation, lower pricing, longer term company stability, better integration with VMware and are open to considering new products and solutions."

Steve Duplessie, Founder and Senior Analyst, Enterprise Strategy Group

"Dell may be best known for its PCs, but the company has transformed far beyond its roots to a much broader enterprise offering. Indeed, Dell is in a rather unique position of being able to offer such a wide-ranging portfolio to technology buyers, and the EMC acquisition further strengthens that."

Bryan Ma, Vice President, Client Devices, IDC Asia Pacific and Worldwide

"IDC believes this will fundamentally be a new company in the end, able to move quickly and put customer choice, innovation, and value first. Current customers should take a look at the broader portfolio to assess the ability to unlock further business value. And IDC would advise current non-customers of Dell or EMC to take a fresh, serious look at the combined new company."

Ashish Nadkarni, Program Director, Enterprise Servers and Storage, IDC

"According to IDC Research, digital transformation models are gaining ground as today's IT departments are looking to streamline IT management and more easily address business process, resiliency, reliability, and scalability challenges. VMware is in a unique position to offer customers a combination of cross cloud products and services that provide complete, scalable data center-to-device solutions to help customers address these growing challenges."

Matt Eastwood, Senior Vice President of IDC's Enterprise Infrastructure Group

"It isn't often you see history made by a CEO and Michael Dell has been doing that fairly regularly of late. First by executing the largest public to private transition in the tech market and then by doing the largest acquisition of EMC. In addition, Dell is the only company that has shown the level of acquisition competence necessary to do an acquisition of this scale. The end result will be the new giant in the tech space with industry-leading technology, intellectual property and enterprise capabilities from the desktop to the cloud. With this merger the contrast between Dell and the new HPE couldn't be greater and this both showcases the trend for hired CEOs to focus on the easy path of divestiture and the unique drive a founder has to build for the future. After this decade neither HPE nor Dell will ever be the same, Dell will have scaled up to slay giants while HPE, a weak shadow of what it once was, will still be in survival mode. This is another showcase that the world often belongs to the bold."

Rob Enderle, Principal Analyst, Enderle Group



“As IDC looks at the role DELL EMC Services will have in the drive for datacenter modernization, we start by considering how technology is evolving. The shifts from hardware to software-defined and from discrete systems to converged infrastructure solutions make it critical for service vendors to evolve their portfolios and capabilities to keep pace. In the IDC "Enterprise Hardware Support Services Customer Satisfaction and Value Study" conducted with over 1000 enterprises worldwide earlier this year, customers ranked Dell #1 and EMC #2 for converged infrastructure support. Both companies demonstrate strong proficiency in this space and if the survey is any indicator, customers can trust the merged entity to deliver. We foresee customers going to Dell EMC Services for predefined, integrated solutions that will result in less effort spent on getting infrastructures set up and supported, which will provide IT with more time for business enablement.”

**Rob Brothers, Program Vice President,
Software & Hardware Support and Deploy Services, IDC**

“Dell and EMC were both quick to recognize the market's shift toward workload-defined systems that quickly drove demand for today's powerful, end-to-end converged and hyperconverged systems solutions. With the combination of Dell and EMC, their industry-leading efforts now merge into a comprehensive portfolio for the datacenter. Both companies bring rich innovation and assets, and people with deep experience and capabilities. I'm hard pressed to think of any scenarios in which a large or mid-sized enterprise company does not short-list Dell EMC for its converged infrastructure needs. For IT organizations looking to develop infrastructure strategies that keep pace with rapidly changing business needs, a close look at Dell EMC's converged systems portfolio should be a must. If Dell EMC get its strategy right, MI&S expects customers to see a strong mix of converged systems entry points and a roadmap backed by solid R&D resources to address this market as it continues to transform.”

**Patrick Moorhead, President and Principal Analyst,
Moor Insights & Strategy (MI&S)**

“Enterprise customers and partners worldwide are bullish on the Dell EMC merger. As IDC tracks business transformation being fueled by technology, and the tech sector's shift from 'make-sell' to 'sense-and-respond,' the merger of Dell and EMC is seen as a move that will position the combined company very strongly moving forward. IDC recently polled enterprise customers and found that 99% are positive on the deal or see no impact to their businesses. With customers listing Dell as one of their most strategic IT providers, and finding the portfolio overlap to be very limited across the two combining companies, nearly half of customers say they will spend more once the companies come together. Furthermore, IDC found that the vast majority of partners are very positive about the prospects for the combined company, with all but 3% seeing it as a positive move or having no impact, and half of partners saying they expect to increase spending with the combined company.”

Matt Eastwood, Senior Vice President of IDC's Enterprise Infrastructure Group

“The Dell acquisition of EMC makes perfect sense in a market where volume and scale are key attributes to success. The new company will have all the different technologies that make up the data centre today, but more importantly, it will have the technologies that can meet the challenge of the next generation data centres from the SMB to the Internet Giants. Ovum considers that while there will be challenges that any organizational merger of this size brings, Michael Dell has demonstrated he has the ability to build a team that can exploit the opportunities and manage the challenges.

Ovum believes that the three main opportunities for Dell Technologies are:

- 1. IoT:** this is just at the beginning of its adoption and maturity curve, and with its reach from the consumer to the global enterprise the new Dell Technologies can develop solutions that allow for rapid adoption and growth by providing clear scalability.
- 2. The move to the edge:** the cloud computing evolution is entering a new phase, where three distinct forms of cloud computing will co-exist. Dell Technologies with its breath of solutions will be able to provide integrated solutions for each of these so that operators can offer seamless service delivery.
 - A. Central processing in large data centres that serve the global market.
 - B. Regional processing to meet the needs of the geo-political policies of the major trading blocs.
 - C. Local processing to cover the country-specific data sovereignty issues.
- 3. The digital transformation of the enterprise:** organizations are looking for entry ramps to begin this journey, and organizations that can offer these as easy to consume and navigate way then organizations can accelerate the transformation. Dell Technologies with its range of expertise and solutions can develop its blueprints to help these organizations.”

Roy Illsley, Principal Analyst, Ovum



“Dell’s merger with EMC is without doubt a bold move. Albeit this announcement has cooked up quite a storm in the industry, there are three clear and positive outcomes that can be expected for the new entity, Dell Technologies. One, a dominant market (and mind) share in enterprise technology market, more specifically data centre and end-user computing (Dell will be able to now sell more from its PC business to EMC customers). Two, attracting more of the enterprise IT spend by way of changing people structures, processes, offerings packaging and hence becoming more relevant for enterprises. Three, increased speed of innovation given the combined intellectual and monetary muscle of the duo. Overall, this merger will displace many competitors who are already struggling with thinning margins.”

Sanchit Vir Gogia, Chief Analyst and CEO, Greyhound Research

“Based on the survey work conducted around the Dell and EMC deal by IDC, the vast majority of customers believe this to have a positive or neutral impact on their relationship with the company going forward. Clearly, there is always work to do. As the acquisition closes, the key aspects for Dell to focus on are continuity of contracts and support and maintaining the flexibility it displays when working with customers and partners that the company is very well known for. Overall, the Dell-EMC deal provides a significant opportunity for the combined company to strengthen its position as a strategic partner by executing on the core strengths in the enterprise and client computing space, focusing on infrastructure provisioning in a hybrid world, data and analytics, mobility and security to help their customers accelerate their transformation in the digital age.”

Thomas Meyer, Group Vice President, IDC European Research

“Dell has enthusiastically embraced a channel-led route to market and has implemented a number of initiatives – including a revamped program, generous rebates, compensation accelerators, distribution structures and reassignment of Dell Direct accounts to the channel. It has gained a lot of traction – and loyalty - in the channel which is notable given its heritage as a direct business. On the other hand, EMC has a well-established, and strong enterprise channel and its hard deck approach to account structure, certification programs, and rigorous rules of engagement are appreciated by its partners. To date, our research with EMEA partners of both companies has revealed that the vast majority are very positive about the prospects for the combined company. But there is no doubt that John Byrne and his team have a mammoth task ahead of them: integrating systems, creating a consolidated partner program, aligning bid processes and pricing structures, developing joint roadmaps, and managing the organizational and people change. Now that the deal has been concluded, addressing top of mind issues including product roadmaps, whether or not it will follow EMC’s hard deck strategy, and the impact on key alliances – notably Cisco – will be critically important. Regardless, Dell Technologies now has in its stable an enviable midmarket and enterprise channel, enabling the company to capitalize on synergies from the acquisition with a far deeper reach into both sectors.”

Margaret Adam, Program Director, European Channels & Alliances, IDC

“Every business needs to take advantage of technology to capitalize on new possibilities and create products, services and customer experiences that today’s customers demand. The combination of Dell and EMC gives customers of all sizes – including small and medium businesses – the ability to access industry-leading technology and global support that can scale with their businesses. And, Dell Financial Services provides businesses that need capital with attractive financing to help them make the tech investments they need to grow.”

Laurie McCabe, Partner, SMB Group

“ESG conducted end user IT decision maker research regarding the Dell EMC merger and found the majority of Dell and EMC customers looked favorably on the power of the combined company. In my conversations with partners selling both EMC and Dell products, I found that this sentiment spills into the channel as well. With Dell’s John Byrne set to take on the role of Global Channel Program Leader and EMC’s Gregg Ambulos staying on as part of the leadership team, partners are excited about the potential of the combined company and the positive impact on their businesses.”

Kevin Rhone, Director of ESG’s Channel Acceleration Practice

“From a services perspective, Dell and EMC are a complementary match. Dell’s decision to spin off its services business prior to the merger was a smart move as EMC’s enterprise-oriented professional services organization will be a suitable match to Dell’s core technology focus. After the merger, I anticipate that the combined services organization will remain focused on technology-enabled business and IT transformations but also expand into new areas of professional services and consulting. Leadership from EMC’s Howard Elias will provide a solid launch pad for new and innovative professional services to address the most pressing customer challenges.”

Gard Little, Research Director, Digital Transformation Professional Services Research, IDC

